

WHAT IS CLAIMED IS:

1. An animal chew product, comprising:  
an ingestible chew substrate;  
5 a cetyl pyridinium salt and sodium  
tripolyphosphate incorporated on or in said ingestible  
chew substrate.
2. An animal chew product of claim 1, wherein:  
10 said chew substrate comprises rawhide.
3. An animal chew product of claim 2, wherein  
said chew substrate comprises a body formed from  
multiple rawhide pieces.  
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4. An animal chew product of claim 3, wherein  
said body also comprises a binder.
5. An animal chew product of claim 3, wherein  
20 said sodium tripolyphosphate and cetyl pyridinium  
chloride are incorporated within said body.
6. An animal chew product of any of claims 1-5,  
wherein the cetyl pyridinium salt is cetyl pyridinium  
25 chloride, and wherein said chew product incorporates  
about 0.01% to 0.10% by weight of cetyl pyridinium  
chloride.
7. An animal chew product of claim 6, wherein  
30 said chew product incorporates about 0.2% to about 2%  
by weight of sodium tripolyphosphate.
8. An animal chew product of claim 1, wherein  
said sodium tripolyphosphate and cetyl pyridinium salt

are incorporated in a coating on said ingestible chew substrate.

9. An animal chew product according to claim 1,  
5 which is a dog chew product.

10. An animal chew product according to claim 1,  
which is a cat chew product.

10 11. An article of manufacture, comprising a  
package containing one or more animal chew products of  
claim 1.

12. A method for oral care in an animal,  
15 comprising providing to said animal for mastication an  
animal chew product according to claim 1.

13. A method of claim 12, wherein said providing  
comprises providing one or more of said animal chew  
20 products to the animal per day.

14. A method of claim 12, wherein the animal is a  
dog.

25 15. A method of claim 12, wherein the animal is a  
cat.

16. A method for manufacturing a animal chew  
product, comprising:  
30 providing an ingestible chew substrate; and  
incorporating sodium tripolyphosphate and a cetyl  
pyridinium salt on or in said substrate.

17. A method of claim 16, which comprises incorporating sodium tripolyphosphate and a cetyl pyridinium salt in said substrate.

5        18. A method of claim 17, which comprises:  
         providing a mixture containing sodium  
tripolyphosphate, a cetyl pyridinium salt and a  
material for forming said ingestible chew substrate;  
and  
10        forming said ingestible chew substrate from said  
mixture.

19. A method of claim 16, which comprises  
incorporating sodium tripolyphosphate and a cetyl  
15 pyridinium salt in a coating on said substrate.

20. A method of claim 16, wherein said substrate  
comprises rawhide.

20        21. A method of any of claims 16-20, wherein the  
cetyl pyridinium salt is cetyl pyridinium chloride.